

## Students: Five Fantastic Actions to Take Today

Sort your career path and give yourself the best chance of making it as a creative by doing these five things.

1. Keep up to date on the current information and debate around gender asymmetry in UK advertising creative departments by signing up to the Lost Girls feed.
2. Follow some wonderful women who are killing it as creatives. See what work they are doing, what work they love and how they balance being mums with being an amazing creative director. Maybe ask some of them to come to your university or college and talk about their work? Or maybe ask if you can interview them about their experiences for a project? Some great women to follow are:
  - a. Ali Hanan, Creative Director and Founder of Creative Equals: [@thewordbaker](#)
  - b. Alison Haigh, Senior Designer at Wolff Olins: [@alisonhaigh](#)
  - c. Caitlin Ryan, Executive Creative Director at Cheil Worldwide: <https://www.linkedin.com/in/caitlinryan3/>
  - d. Caroline Paris, Creative Director at Brave: [@carolineparis](#)
  - e. Casey Bird, President of SheSays: [@caseybird](#)
  - f. Debs Gerrard, Creative Director at Albion, [@debsgerrard](#)
  - g. Emma Hopkins, Creative at Snap: [@emmahopkins](#)
  - h. Emma Perkins, Group Executive Creative Director, MullenLowe: [@em\\_thinksaydo](#)
  - i. Hana Tanimura, Senior Designer at Google Creative: [@hanatanimura](#)
  - j. Jade Tomlin, Creative Director at TribalDDB, [@Jade\\_pingping](#)
  - k. Katy Hopkins, Creative Director at WCRS: <https://thisisnotadvertising.wordpress.com/tag/kate/>
  - l. Kim Gehrug, Ad Director at Somesuch: <https://vimeo.com/kimgehrig>
  - m. Kimberley Gill, Associate Creative Director at BBH: <http://motherland.net/regulars/how-i-make-it-work-kimberley-gill/>
  - n. Laila Milborrow, Creative at Karmarama: [@lailamilborrow](#)
  - o. Laura Jordan Bambach, Founder and Chief Creative Officer at Mr President: [@laurajaybee](#)
  - p. Marcie MacLellan, Founder Frank & Lively: [@marciemaclellan](#)
  - q. Nicky Bullard, Chief Creative Officer at MRM Meteorite: [@Noddynoonah](#)
  - r. Pansy Aung, Freelance Creative at Salt n' Pepper Squid: [@PansyAung](#)
  - s. Pip Jamieson, Founder of The Dots: [@Pip\\_Jamieson](#)
  - t. Polina Zabrodska, Creative Director at Publicis: [@third\\_cookie](#)
  - u. Rebecca Rumble, Associate Creative Director and Head of Motion at R/GA: <https://vimeo.com/rebeccarumble>
  - v. Resh Siddhu, Creative Director, Virtual Reality at Framestore: [@webkitten](#)
  - w. Rosie Arnold, ex-BBH Creative Director: [@rosiearnold](#)
  - x. Scarlett Montanaro, Creative at Analog Folk: [@s\\_montanaro](#)
  - y. Shahnaz Ahmed, Senior Designer at Livity: [@ShahnazTA](#)
  - z. Tiger Savage, Founder of Savage and King: [@Tiger\\_Savage](#)
  - aa. Tori Fannon, Freelance Art Director at Danger Crayon: [@artdirector1](#)
  - bb. Vicky Maguire, ECD at Grey: [@vickimaguire137](#)
  - cc. Victoria Buchanon, Creative Director at Tribal Worldwide London: [@VicsBuchanon](#)
  - dd. Vikki Ross, Freelance Creative Director: [@VikkiRossWrites](#)

## THE LOST GIRLS

3. Look at some work that is from a female perspective or raises issues around gender. This is the stuff that wins awards today. Compare and contrast it to the majority of communications you see from brands. Find some great examples here:
  - a. Business Insider, The 30 Most Creative Women in Advertising and their work 2017: <http://uk.businessinsider.com/the-most-creative-women-in-advertising-2017-4?r=US&IR=T/#30-margaret-johnson-chief-creative-officer-and-partner-at-goodby-silverstein-and-partners-1>
  - b. Campaign, 10 Inspiring Ads Celebrating Women 2016: <https://www.campaignlive.co.uk/article/international-womens-day-10-inspiring-ads-celebrating-women/1386037>
  - c. Cannes Glass Lion: <http://player.canneslions.com/index.html#/works?festival=CL&category=glass-lion>
  - d. D&AD 9 Creative Campaigns That Celebrate Women: <https://www.dandad.org/en/d-ad-female-empowerment-award-winning-work/>
  - e. Geena Davis Institute on Gender in Media, Gender Boas in Advertising Report 2017: <https://seejane.org/wp-content/uploads/gender-bias-in-advertising.pdf>
  - f. She Says Work We Love: [http://weareshesays.com/we\\_love/](http://weareshesays.com/we_love/)
4. We all know it's not what you know, but who you know, that helps you succeed in the workplace. Get yourself out there and connect, whether in person or online. Or find yourself a sponsor to help advise you. Here are some great organisations to get involved with:
  - a. Creative Equals: <http://www.creativeequals.org/>
  - b. Creative Social: <http://www.creativesocial.com>
  - c. The IPA: <http://www.ipa.co.uk>
  - d. She Says Your Momma sponsor scheme: [http://weareshesays.com/yr\\_momma/](http://weareshesays.com/yr_momma/)
  - e. She Says: <http://weareshesays.com/>
  - f. The Dots: <https://the-dots.com>
5. Develop your softer side. We all know your portfolio is looking sexy, that's what you do in class. But what about being able to sell yourself and your ideas? What about having the confidence to network? Or the resilience to keep going when you don't get that work placement, or you get negative feedback on some work? Ask your tutor or careers service if your university or college offers soft skills training. If not put pressure on for them to start offering training in things like negotiation, resilience and presentation skills. Here are some links to the types of training that might be useful, and the type of people who could provide it:
  - a. Creative Equals Be Awesome Night School: <http://www.creativeequals.org/training-support/>
  - b. Creative Social events and training: <http://www.creativesocial.com/cs-training2/>
  - c. D&AD presentations and creative communications courses: <https://www.dandad.org/en/d-ad-professional-development-creative-training-courses/>
  - d. Funny Women stand-up comedy workshops to help you use humour to present yourself and your work: <http://funnywomen.com/whats-on/workshops/>
  - e. She Says events: <http://weareshesays.com/events/> OR <https://www.eventbrite.co.uk/o/shesays-uk-487934801>
  - f. Sprint women's development for undergraduates and postgraduates: <http://www.springboardconsultancy.com/product/sprint-professional-development-programme-for-women/>